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# Olive Oil Without Borders

## *Palestinian-Israeli Olive Oil Project*



## **NEAR EAST FOUNDATION**

*Partners for Community Development since 1915*

## **Annual Report**

**October 1, 2012 – September 30, 2013**

Near East Foundation

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## **ABBREVIATIONS AND ACRONYMS**

FFS	Farmers Field Schools
NEF	Near East Foundation
NGO	Non-Governmental Organization
PARCC	Program for the Advancement of Research on Conflict and Collaboration at Syracuse University, Syracuse NY
PCARD	Palestinian Center for Agriculture Researches and Development
PCP	Peres Center for Peace
ToT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
VCA	Value Chain Analysis
VCAD	Value Chain Analysis and Development
VIC	Volcani Institute Center
WB	West Bank
WSR	Whole System in a Room
IOOC	Israel Olive Oil Council
POOC	Palestinian Olive Oil Council

## I. EXECUTIVE SUMMARY

This report presents the activities and impact of the Olive Oil Without Borders: Palestinian-Israeli Olive Oil (OOWB) project during its second year, from October 1, 2012 – September 30, 2013. The report places particular emphasis on achievements during the project's eighth quarter, from July – September 2013.

*The key project achievements for Quarter 8, from July 1, 2013 – September 30, 2013 (Q8) include:*

- **162 Palestinian farmers**<sup>1</sup> participated in Peer-to-Peer trainings, led by lead farmers. Topics included techniques for use during the pre-harvesting period, parasite control, and supplementary irrigation
- Progress continues on olive tree demonstration stations in the West Bank villages of Qabatiya (in collaboration with the National Center for Agricultural Research (NARC)) and Tul Karim (in collaboration with the Palestinian Technical University (PTU)). NEF acquired 500 new olive tree seedlings (28 new varieties, from the Talil nursery in Israel), which will be planted at the Qabatiya station in early 2014.
- Renovation projects in 7 mills in Israel and the West Bank have continued. Three (located in the West Bank) have been completed and 4 others (2 in the West Bank and 2 in Israel) are in progress and are expected to be completed before the commencement of the 2013 olive-pressing season.
- **480 farmers** have been approved to receive harvesting equipment packages through the OOWB grant. Distribution of the equipment to farmers began in Quarter 8 and will continue in the first weeks of Quarter 9.
- A comprehensive year-end survey project was conducted in September 2013, to gather measurement data on a number of critical components of the project. Nearly 200 participants (both direct and indirect) in the OOWB project were surveyed, and reports are included in the report.

*The key project achievements for the second year of implementation include:*

- Negotiations facilitated by NEF between the IOOC, the POOC, PCARD, the Palestinian Ministry of Agriculture and the Israeli Crossing Authority resulted in important trade-related agreements associated with cross-border olive oil sales. These meetings were the first in four years. An estimated **600 metric tons of Palestinian oil was sold to Israeli companies** following the February agreements (an estimated value of **2.8 million USD**), based on information from the Palestinian Ministry of Agriculture and Israeli Olive Oil Council.
- The project has fostered increased collaboration on both an individual level, as well as at the institutional level. This is evident through the myriad interactions between farmers and mill owners in the olive oil sector, by the recommencement of meetings and negotiations between policymakers, and by agreements between research institutions on both the Israeli and Palestinian sides to engage in joint cross-border research projects. 79% of Palestinian

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<sup>1</sup> Awaiting final confirmation of Israeli Peer-to-Peer participant numbers.



and Israeli participants surveyed at the end of Year 2 stated that they had increased positive perceptions of “the other.”

- *Training of Trainers.* As of the end of Year 2, a total of **119 lead farmers** (41 Israeli and 78 Palestinian; 78 male and 41 female) have been trained through the program’s Training of Trainers program. During Year 2:
  - **30 participants** (17 Israeli and 13 Palestinian) attended the first women’s Training of Trainers (TOT) workshop, held over two days in March and April, 2013. These workshops prepare Israeli and Palestinian Lead Farmers to conduct peer-to-peer training.
  - **23 participants** (13 Israeli and 10 Palestinian) attended the second male Training of Trainers (TOT) workshop in Haifa, which emphasized a variety of farming techniques, effective peer training and cross-border relationship building.
  - **25 Palestinian participants** (16 men and 9 women) attended the third Training of Trainers (ToT) workshop in Nablus. Held over 4 days, the training emphasized the topic of Olive Oil Tasting.
- *Peer-to-Peer Trainings.* Over 162 Palestinian farmers (awaiting final Israeli numbers) participated in peer-to-peer training sessions led by Lead Farmers trained through the TOT workshops.
- *Site Visits in Israel*
  - 35 Palestinian lead farmers and mill owners attended the Annual Olive Oil Festival in Shefa’Am, Israel.
  - 26 Palestinian farmers participated in the first cross-border visit to Sde Yaacov Farmer Field School in March 2013, which included demonstrations on a variety of topics associated with olive farming.
  - 35 Palestinian farmers participated in a second cross-border visit to two sites in Israel: Nevi Yaar Research Station (Volcani Institute for Agricultural Research) and the Israeli Ministry of Agriculture areas including Haifa, Yezrael Kibbutz, and Afula. Topics presented during these visits focused on irrigation using treated wastewater and resistant olive tree varieties.



Visit to Farmer Field School.

- 35 Palestinian farmers visited Khader Darawsheh mill to observe the 2-phase mill system.
  - 30 Palestinian women participated in a cross-border visit to Kofr Kana, Israel. This included visits to two kibbutzim and the presentation of information regarding the upcoming women's TOT program.
- *Support for adoption of improved techniques.*
  - **7 Palestinian farmers** received NEF assistance in acquiring and planting a total of **1180 olive trees** representing two improved varieties. NEF conducted follow-up visits with these 7 recipients.
  - **336 Palestinian farmers** received harvesting equipment packages through the grant program prior to the start of the 2012 harvest season.
- *Farmer Field Schools.*
  - Farmer Field Schools (FFS) continue to provide valuable resources for the demonstration of the use of improved techniques, such as supplementary irrigation and the use of organic fertilizers. Throughout the second year of the OOWB project, farmers visited these facilities on a regular basis, and NEF agricultural experts conducted scientific assessments of the impact on olive production of these techniques.
  - Negotiations for the establishment of two Palestinian "Demonstration Stations" were initiated. One will be located in Qabatiya, and will be established in collaboration with the National Center for Agricultural Research (NARC). The second will be located in Tul Karim, and is being established in collaboration with the Palestinian Technical University (PTU).
- *Field Trials to Share Information on Improved Techniques.*
  - An agreement was concluded between PCARD and the Volcani Institute to engage in joint research projects beneficial to the olive oil sector in general.
- *Mill Renovations.* Renovations at 3 Palestinian olive mills have been completed. Renovations at 4 additional mills (2 Israeli and 2 Palestinian) are currently in progress.
- A comprehensive year-end survey project was conducted in September 2013, intended to gather measurement data on a number of critical components of the project. Approximately 170 participants (both direct and indirect) in the OOWB project were surveyed. Results were analyzed and are included in this report.
- Professors Bruce Dayton and Catherine Gerard from Syracuse University's Program for the Advancement on Research and Collaboration visited NEF offices and participated in a women's cross-border visit. They also visited with a number of beneficiaries, funders and partners of the program, including USAID and the Peres Center for Peace. As part of the Reconciliation Advisory Group, Professors Dayton and Gerard provided an evaluation and continued advice to the program management regarding its cross-border and peace-building work.

- A number of high-level visits throughout the year (including the US Ambassador to Israel, the US Consul General, the USAID Mission Director, the Palestinian Minister of Agriculture, and numerous directors of important NGOs) highlight the importance and impact of this project.

## II. PROGRAM OVERVIEW

The Olive Oil Without Borders: Palestinian-Israeli Olive Oil Project builds relationships of trust, mutual understanding, and collaboration through economic cooperation. It targets the olive oil sector because olive farming is a cornerstone of local rural economies. Critically important to many people in both the Palestinian Territories and in Israel, it is woven into many aspects of rural society and rural social relations and therefore has meaning beyond economic value. Moreover, it has become a flashpoint for conflict in the Palestinian Territories.

The Olive Oil Without Borders project (OOWB) focuses on six clusters of villages in Israel and the West Bank. The NEF team and the Peres Center for Peace have well-established relationships in these villages. Over the course of the project, we will work directly with at least 1,428 olive producers, 12 mill operators, and 12 olive oil distributors in these areas. The project will produce both economic impacts (increased income, profitability and cross-border trade) and social impacts (higher levels of trust, increased collaboration).

Our person-to-person approach, based on Value Chain Analysis and Development (VCAD), is organized as a series of activities to help groups of olive farmers, producers, and distributors identify shared interests, common constraints, and joint opportunities, as well as facilitate win-win solutions through horizontal (within groups) and vertical (between groups) collaboration. VCAD provides a structured, depoliticized framework for creating dialogue within and among seemingly disparate social and economic groups. We will: (1) build support for cross-border collaboration through a participatory Value Chain Assessment; (2) facilitate dialogue through Whole-System-in-a-Room (WSR) workshops; (3) build a shared vision of economic development through stakeholder-led action planning; (4) facilitate collaboration through training, technical assistance, and material support for implementation of this action plan; (5) support joint advocacy for policy reform and institutional development; and (6) broaden support for collaboration through strategic communications.

The objectives of the project are as follows:

**Intermediate Objective 1:** Strengthen grassroots, cross-border economic cooperation between Israelis and Palestinians.

**Intermediate Objective 2:** Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

**Intermediate Objective 3:** Build capacity of local institutions to scale up opportunities and conditions for cross-border cooperation.

### III. ACTIVITIES AND ACCOMPLISHMENTS – QUARTER 8 (JULY-SEPT. 2013)

#### **Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.**

##### **Activity 1.7. Facilitate peer-to-peer training in 34 communities.**

Approximately 162 Palestinian farmers (awaiting confirmation of total number of Israeli farmers) completed peer-to-peer training programs in targeted communities in the West Bank and Israel during Quarter 8, led by lead farmers trained through the Training of Trainers (ToT) program. The purpose of the peer-to-peer programs is to disseminate practical and applied in-field training at the Farmer Field Schools. The topics included the same topics addressed at ToT trainings – techniques for use during the pre-harvesting period, parasite control and supplementary irrigation.

In September, NEF senior agricultural expert Mr. Faris al Jabi addressed a group of 30 participants, most of them peer-to-peer program participants, at the Burka Village Council in Burka, West Bank. During the presentation, Mr. al Jabi disseminated technical information regarding olive pest control.

Farmers participating in Peer-to-Peer sessions learned how to apply insects traps that effectively control olive insects and reduce infection dramatically. As a result, these groups had lower rates of infection (45% less) compared to other farmers from the same communities. This reduced rate of infection has a positive correlation to increased yield and quality of olive oil.

##### **Activity 1.7. Establish Farmer Field Schools in community clusters.**

During the second year of the OOWB program, the six Farmer Field Schools (FFS) initially established in the first year of the project (two in Israel, four in the West Bank), have continued to provide fertile ground for scientific research and practical training, directly benefiting the program participants. The two Israeli FFS specialize in demonstrating new varieties, and with the techniques associated with pruning and rejuvenation of olive trees.



**Olive seedlings at nursery.**

The principle areas of research at the four West Bank FFS include supplemental irrigation through the use of slow-drip irrigation barrels, the use of fertilizers (primarily organic), and the control of pests (through the



installation of fly traps.) The materials necessary for these activities (barrels, water, fertilizer and fly traps) were provided through NEF grants.

Throughout the fruit-bearing season, NEF and PCARD agricultural experts have monitored and evaluated the impact of these treatments, using established scientific methods (see: Mediterranean Agronomic Institute, (2007) “Technical Assistance for the Improvement of Olive Oil Quality in Syria”, Published Bari, Italy). An example of the impact on fruit and olive oil production from the four Palestinian Farmer Field Schools during Year 1 is presented in the table below. Year 2 results will be available during Quarter 9, at the conclusion of the olive season.

It is important to note that these “practical field classrooms” have had a significant impact on the expertise of the farmers who have participated in activities at the FFS. In response to an open-ended question on the year-end survey related to acquired technical innovation, an overwhelmingly large percentage of participants cited



these three topics (supplemental

Team members evaluate seedlings at nursery.

irrigation, fertilization, and pest control) as the most critical knowledge they gained during the program. (See Activity 1.9)

**Table: Impact of Farmer Field School Experimental Techniques: Comparison of Treated vs. Control Group of Olive and Olive Oil Samples from Year 1<sup>2</sup>**

FFS Site <sup>3</sup>	Treatment Group: Weight of Individual Fruit (in grams)	Control Group: Weight of Individual Fruit (in grams)	Treatment Group: Yield of fruit per tree (Kg/tree)	Control Group: Yield of fruit per tree (KG/tree)	Treatment Group: Yield of Olive Oil per tree (Kg/tree)	Control Group: Yield of Olive Oil per tree (Kg/tree)
Asira	2.48	1.34	83	45	18	10
Methalun	2.52	1.42	45	25	10	6
Salfit	2.94	1.48	44	22	12	7
Kofr Abush	2.54	1.42	16	9	4	2

### Activity 1.9. Provide support for adoption of improved techniques.

During Quarter 8, equipment grants were approved for the provision of harvesting equipment for approximately 480 Palestinian olive farmers. A total of 336 individuals have already received equipment through the OOWB program. Training has been provided to these farmers through the various programs of the OOWB, primarily through the Peer-to-Peer and Training-of-Trainers activities. Distribution of the equipment will take place in the first weeks of October 2013 (Quarter 9) in preparation for the 2013 harvest.

A large-scale survey of OOWB participants conducted during Quarter 8 included questions aimed at *assessing the level of adoption of new techniques by farmers who underwent training*, both directly through the Training-of-Trainers program, as well as those who were involved in indirect training (Peer-to-Peer) or other forms of association with the OOWB program. Disaggregated results are presented below.

#### *Survey of Direct Participants - Palestinian*

The following table provides summary data for *Palestinian TOT* participants. (Note: N=59, Respondent rate = 88%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request.

Survey Question	2011 (%)	2012 (%)	Change in % Points
Received agricultural guidance?	52	94	+ 42
Adopted use of irrigation techniques?	13	33	+ 20
*Used plowing techniques to manage orchard 2 or more	73	90	+ 17
Pruned trees after sufficient rainfall?	35	62	+ 27
Rejuvenated old trees?	21	40	+ 19
Use of chemical fertilizers?	21	6	- 15
Use of organic fertilizers?	83	88	+ 5

<sup>2</sup> Treatment at the four FFS included the following elements: supplemental irrigation, application of organic fertilizer, and use of flytraps.

<sup>3</sup> Note: The four schools listed here are all located in the West Bank.

Use of organic agricultural techniques generally?	52	60	+ 8
Follow official pick dates?	81	87	+ 6
Knowledge of testing techniques?	42	92	+ 50
Conducted quality testing?	38	44	+ 6

All categories indicated change in the expected (desired) direction with regard to the adoption by lead farmers of preferred techniques associated with increased production and the improvement of levels of olive oil quality, as is demonstrated from the reported change in percentage points for each question. Several categories are of interest as a result of the magnitude of the change: the acceptance of agricultural guidance, adoption of proper pruning and rejuvenation techniques, and the increased knowledge surrounding oil testing to 92% of participating farmers, up 50 points from the pre-OOWB training. With regard to the frequency of the use of plowing techniques, approximately 90% of farmers report plowing two or more times per year following the training. Only one farmer reported that he does not employ any plowing following his training.

Also of particular interest is the response to the techniques of supplemental irrigation associated with OOWB training. Farmers almost universally identified this as the most critical topic presented in the training, and a significant number expressed an interest in adopting these techniques. The low number of overall adoptions reported is likely the result of the monetary investment required – a number of farmers suggested that future components of the OOWB program include grants to support farmers ability to acquire the necessary materials. Similarly, the disparity reported between knowledge of oil olive quality testing techniques and the actual use of these techniques may be based in a lack of the necessary laboratory materials necessary to perform the tests. Again, several farmers suggested the provision of lab facilities for oil quality testing as a future component of the OOWB program.

### *Survey of Direct Participants - Israeli*

The following table provides summary data for *Israeli TOT* participants. (Note: N=22, Respondent rate = 82%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request.

Survey Question	2011 (%)	2012 (%)	Change in % Points
Received agricultural guidance?	78	78	-
Adopted use of irrigation techniques?	56	56	-
*Used plowing techniques to manage orchard 2 or more	61	61	-
Pruned trees after sufficient rainfall?	6	6	-
Rejuvenated old trees?	35	18	- 17
Use of chemical fertilizers?	100	100	-
Use of organic fertilizers?	94	89	- 5
Use of organic agricultural techniques generally?	56	56	-
Follow official pick dates?	33	33	-
Knowledge of testing techniques?	100	100	-



Conducted quality testing?	100	100	-
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It is interesting to note that Israeli farmers report essentially no change in their agricultural practices as a result of their participation in the OOWB program. This is despite the fact that in some areas, farmers do not report utilizing optimal practices (specifically referring here to the reduction in the use of chemical fertilizers, and the use of pruning, rejuvenation and plowing to manage orchards.) Only a third of Israeli farmers report following official picking dates. Notable is the fact that Israeli farmers report knowledge and use of quality testing techniques, even prior to the OOWB participation.

### *Survey of Indirect Participants – Sample of Palestinian Participants*

The following table provides summary data for a randomly chosen sample of *Palestinian indirect* participants, including grant participants and attendees of the Olive Oil Quality Evaluation Workshop. While these individuals were direct beneficiaries of the OOWB program, they did not participate directly in cross-border joint training. (Note: N=50, Respondent rate=86%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request.

Survey Question	2011 (%)	2012 (%)	Change in % Points
Received agricultural guidance?	33	84	+ 51
Adopted use of irrigation techniques?	2	9	+ 7
*Used plowing techniques to manage orchard 2 or more	72	93	+ 21
Pruned trees after sufficient rainfall?	16	47	+ 31
Rejuvenated old trees?	12	30	+ 18
Use of chemical fertilizers?	35	12	- 23
Use of organic fertilizers?	84	91	+ 7
Use of organic agricultural techniques generally?	28	26	- 2
Follow official pick dates?	93	98	+ 5
Knowledge of testing techniques?	37	81	+ 44
Conducted quality testing?	11	15	+ 4

Most categories indicated change in the expected (desired) direction with regard to the adoption by indirect participants of preferred techniques associated with increased production and the improvement of levels of olive oil quality, as is demonstrated from the reported change in percentage points for each question. Several categories are of interest as a result of the magnitude of the change (i.e., the acceptance of agricultural guidance, adoption of proper pruning and rejuvenation techniques, and the increased knowledge surrounding oil testing to 81% of participating farmers, up 44 points from the pre-OOWB participation.) With regard to the frequency of the use of plowing techniques, approximately 93% of farmers report plowing two or more times per year following the contact associated with the OOWB, up from 72% before the program.



As was the case with the results from the survey of direct participants, indirect participants expressed great interest in the topic of supplemental irrigation. The low level of adoption of supplemental irrigation techniques, as well as the disparity between greatly increased knowledge of quality testing and its actual implementation, are possibly related to the lack of resources to implement these techniques.

### **Activity 1.11. Conduct field trials of high-producing varieties of olive trees.**

NEF has continued work on the establishment of two experimental stations in collaboration with the National Center for Agricultural Research (NARC) located in Qabatiya, West Bank and with the Palestinian Technical University (PTU) in Tul Karim, West Bank. These two stations will provide demonstrations of many varieties of olive trees, suited to the West Bank environment and immune to local disease.

In early July, NEF staff visited Talil nursery in Almghar, in Northern Israel, to assess the suitability of new varieties of olive trees available there for use in the demonstration station. In August, NEF staff traveled to Al-Juneidi nursery in Dair Sharaf, near Nablus, to evaluate the nursery and commence preparations for the receipt and temporary caretaking of the seedlings. A second assessment visit to the Al-Juneidi was undertaken with Peres Center representatives. In late August, NEF staff transported approximately 500 new seedlings, representing 28 new varieties, from Talil Nursery to the Al-Juneidi nursery, to await transfer to the experimental stations in early 2014. In the following weeks, seedlings were transplanted to larger containers, and marked with coding information and USAID and NEF branding information. In addition, planning is underway to organize a visit with NARC personnel to the Al-Juneidi Nursery to view the seedlings, as well as to formalize the next steps in the creation of the demonstration stations, to be implemented in Year 3.

### **Activity 1.12. Facilitate upgrade of 6 olive oil mills to improve quality.**

During Quarter 8, work continued on seven mill renovations projects. Three projects in the West Bank were completed in this quarter. Four others (2 Israeli and 2 Palestinian) are currently in progress and are projected to be completed before the commencement of the 2013 olive pressing season.

1. The renovation project at the **Sabastiya** mill, located in the village of Sabastiya, has been completed.

Through the



**Owner of the Asirah olive mill, which received support for renovations.**

assistance offered by the OOWB grant program, the mill owner made several important renovations to improve storage and sanitary conditions. These renovations include the installation of stainless steel storage tanks, the installation of ceramic wall covering and new cement flooring painted with a specialized coating.

2. Renovations have been completed at the mill located in the village of **Arabeh**. Targeted at improving safety conditions in the mill, these renovations included asbestos removal in the ceiling and its replacement with a new coated-iron ceiling. Renovations also included plastering interior and exterior walls, and painting the fencing and window grates.
3. The renovation project at the **Al-Aqsa** mill, located in the village of Asira, has also been completed. The work done in this mill, aimed at improving sanitary conditions, included painting and the renovation of the ceramic floor and walls.
4. Renovations to the olive mill located in the village of **Beit Furik**, also targeted at improving storage and sanitary conditions, are almost complete. These renovations will include the installation of a new stainless steel storage tank as well as ceramic covering for the walls, and new concrete flooring. In addition, interior and exterior painting at the mill will be done. This work is projected to be completed before the commencement of the 2013 olive pressing season.
5. The mill owned by the Yasid Association, located in the village of **Yasid**, is currently in the vetting process. NEF staff visited the mill in August to define the renovation needs of the mill and assess the suitability of the match between the requested renovations and the mill needs. Proposed renovations include renovations of the internal plastering, the installation of metal dividers and window grates, and interior painting. Assuming the efficient completion of the vetting process, the renovations are expected to be completed before the commencement of the 2013 olive pressing season.
6. The renovation of the **Sindyana** Mill/Olive Oil Collection Center, located in the Israeli village of Kofr Kana is also in the vetting process. Targeted at improving storage capacity and conditions, proposed renovations include the installation of stainless steel storage tanks. Assuming the efficient completion of the vetting process, these renovations are expected to be completed before the commencement of the 2013 olive pressing season.
7. A second Israeli mill, located in the village of **Dair Hanna** is also in the vetting process. The proposed renovations for this project include the acquisition of large plastic containers for olive storage and transportation, aimed at improving storage capacity and conditions. Assuming the efficient completion of the vetting process, these renovations are expected to be completed before the commencement of the 2013 olive pressing season.

#### **Mill Renovation Overview – As of September 30, 2013**

#	Mill	Location	Planned Renovations	Current Status
1	Fahmy Mohammed	Beit Furik	<ul style="list-style-type: none"> <li>• Wall and floor maintenance</li> <li>• Painting</li> </ul>	In progress

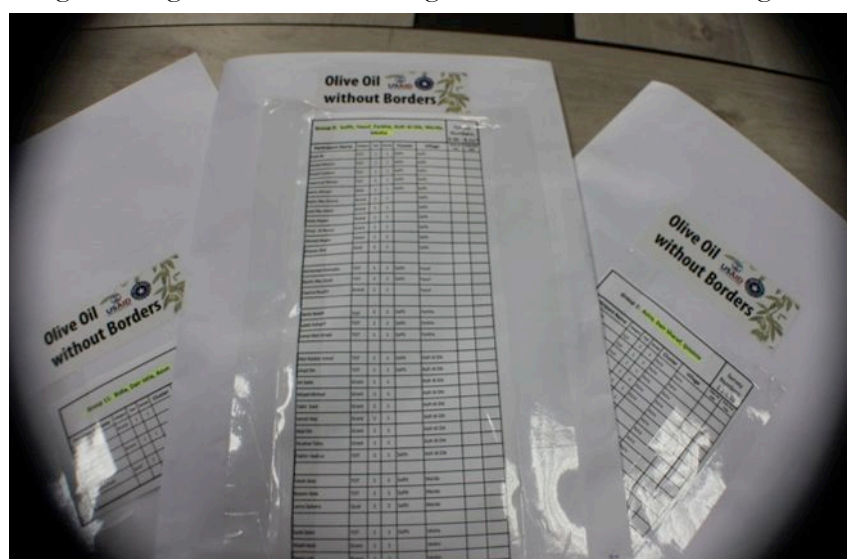
			<ul style="list-style-type: none"> <li>Stainless Steel Tank</li> </ul>	
2	Agricultural Cooperative Mill	Yasid	<ul style="list-style-type: none"> <li>Painting</li> <li>Steel Dividers</li> <li>Window grates</li> </ul>	Awaiting vetting approval
3	Sindiya Mill/Olive Oil Collection Center	Israel	<ul style="list-style-type: none"> <li>Stainless Steel Tanks</li> </ul>	Awaiting vetting approval
4	Dair Hanna	Israel	<ul style="list-style-type: none"> <li>Large Plastic Containers</li> </ul>	In progress
5	Al-Aqsa Mill	Nablus-Asira	<ul style="list-style-type: none"> <li>Painting</li> <li>Ceramic floor</li> <li>Renovation of walls</li> </ul>	Completed
6	Arabah Mill (Ziad Ahmad)	Jenin-Arabah	<ul style="list-style-type: none"> <li>Asbestos removal in the ceiling and replacement with coated-iron ceiling</li> <li>Plastering interior &amp; exterior walls</li> <li>Painting the fencing and window grates</li> </ul>	Completed
7	Sabastiya Mill	Nablus-Sabastiya	<ul style="list-style-type: none"> <li>Installation of stainless steel storage tanks</li> <li>Ceramic wall</li> <li>New cement painted flooring</li> </ul>	Completed
8	Ayala Noy Meir	Nazarith-Zippori	<ul style="list-style-type: none"> <li>Stainless steel tanks</li> <li>Minor renovations to the structure of the mill</li> </ul>	Completed
9	Agricultural Cooperative for Investment and Development	Salfit-Salfit	<ul style="list-style-type: none"> <li>85 450-kg capacity grated plastic boxes for olive fruit storage</li> </ul>	Completed

### Activity 1.13. Branding and marketing workshop.

Due to a significant number of holidays falling during the month of September for Israeli participants, the Branding and Marketing Workshop originally scheduled to take place in September was delayed. Planning and logistics are continuing for the second Branding and Marketing Workshop, which is projected to take place early in Year 3.

#### B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

A large-scale survey of OOWB participants conducted at the end of



Surveys prepared for distribution.

Project Year 2 included questions aimed at assessing the impact of the program on relations between the Israeli and Palestinian participants. Questions asked participants to report changes in attitudes and perceptions as a result of the joint training and cooperative economic endeavors undertaken within the context of the program. These questions were asked of direct participants in the program – those who participated in joint activities. The survey sample included farmers involved in joint training in the Training of- Trainers (TOT) program, as well as mill owners and participants in the first Branding and Marketing workshop, all of whom had joint activity experiences.

The following table provides summary data for ***Palestinian OOWB direct participants***. (Note: N=82, Respondent rate = 80.5%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request. Reported in each of the following tables are pairs of percentage calculations. In each pair, the first is the calculation based on the positive responses compared to the total N of respondents. The second is the percentage calculated on the basis of the number of actual respondents. Given the possibility that a refusal to answer questions could constitute an implicit negative response to the questions, the first figure makes the assumption that a non-response constitutes a “no”, and thus the percentage represents a “worst case scenario.” The second number is simply the percentage of actual respondents, and represents the “best case scenario.”

Survey Question	% of Respondents
Reported comfort speaking freely with members of both parties during joint activities.	71/89 %
Reported belief that economic cooperation between Israelis and Palestinians is personally beneficial.	67/85 %
Reported that OOWB cross-border activities have increased interest in joint Israeli-Palestinian economic projects.	71/89 %
Reported intention to pursue cross-border networking and activities, even after the conclusion of the OOWB program.	72/91 %
Reported increased support for pursuit of cross-border trade agreements in olive oil sector as a result of OOWB activities.	70/88 %
Reported increased comfort in the cross-border exchange of technical information following join OOWB activities.	72/91 %
Reported belief that technical cooperation between Israelis and Palestinians is personally beneficial.	77/97 %
Reported positive interactions with cross-border participants in the OOWB joint activities.	74/94 %
Reported experiencing increased levels of trust between cross-border participants from the olive oil sector as a result of OOWB joint activities.	71/89 %
Reported considering the possibility of increased levels of trust between cross-border populations in general as a result of OOWB experiences.	74/94 %

The following table provides summary data for ***Israeli OOWB direct participants***. (Note: N=22, Respondent rate = 82%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request.



Survey Question	% of Respondents
Reported comfort speaking freely with members of both parties during joint activities.	100 %
Reported belief that economic cooperation between Israelis and Palestinians is personally beneficial.	100 %
Reported that OOWB cross-border activities have increased interest in joint Israeli-Palestinian economic projects.	100 %
Reported intention to pursue cross-border networking and activities, even after the conclusion of the OOWB program.	100 %
Reported increased support for pursuit of cross-border trade agreements in olive oil sector as a result of OOWB activities.	100 %
Reported increased comfort in the cross-border exchange of technical information following join OOWB activities.	100 %
Reported belief that technical cooperation between Israelis and Palestinians is personally beneficial.	100 %
Reported positive interactions with cross-border participants in the OOWB joint activities.	100 %
Reported experiencing increased levels of trust between cross-border participants from the olive oil sector as a result of OOWB joint activities.	100 %
Reported considering the possibility of increased levels of trust between crossborder populations in general as a result of OOWB experiences.	100 %

The following table provides summary data for *Israeli and Palestinian OOWB direct participants*. (Note: N=100, Respondent rate = 84%.) Please note that complete documentation of the procedures used for the design, implementation and analysis of the survey, as well as the database containing raw survey data, are available upon request.

Survey Question	% of Respondents
Reported comfort speaking freely with members of both parties during joint activities.	76/90 %
Reported belief that economic cooperation between Israelis and Palestinians is personally beneficial.	73/87 %
Reported that OOWB cross-border activities have increased interest in joint Israeli-Palestinian economic projects.	76/90 %
Reported intention to pursue cross-border networking and activities, even after the conclusion of the OOWB program.	77/92 %
Reported increased support for pursuit of cross-border trade agreements in olive oil sector as a result of OOWB activities.	75/89 %
Reported increased comfort in the cross-border exchange of technical information following join OOWB activities.	77/92 %
Reported belief that technical cooperation between Israelis and Palestinians is personally beneficial.	81/96 %
Reported positive interactions with cross-border participants in the OOWB joint activities.	79/94 %
Reported experiencing increased levels of trust between cross-border participants from the olive oil sector as a result of OOWB joint activities.	76/90 %
Reported considering the possibility of increased levels of trust between cross-border populations in general as a result of OOWB experiences.	79/94 %

All respondents were given the opportunity to elaborate on their quantitative responses by the inclusion of an open-ended question asking them to relate insights, experiences, or suggestions associated with the cross-border relationships facet of their OOWB activities. The majority of Palestinian respondents (64%) chose to elaborate their survey responses with commentary. These commentaries emphasized the technical and professional exchange, and many requested that the number of meetings between the parties be increased. Interest in the exchange of technical information, as well as a desire to address marketing issues more thoroughly were common themes through the commentary.

All Israeli respondents chose to include commentary in response to the open question, although the length of the responses was significantly more concise. The vast majority noted the value of both the social and professional components of the cross-border experience, and approximately half of specifically suggested that the number of meetings be increased. (Note: specifically, many requested more opportunities for social meetings, most requested more professional interaction, and a suggestion was made to incorporate visits to Palestinian orchards in future programming.)

### **C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.**

#### **Activity 3.3. Broaden support through strategic communication**

The project's website, [www.oowithoutborders.org](http://www.oowithoutborders.org), continues to provide consumers, growers, millers and traders of olives and olive oil with multi-lingual information. The website provides updated photos and videos of OOWB events. The completion of the final components of the online training video and the general website update are scheduled to be a priority in Quarter 9. This was planned for completion in Quarter 8, and the delay is the result of transition of personnel. NEF's new Communications Officer will arrive during the next quarter.

### **D. Crosscutting Areas**

In early September, NEF hosted a meeting with representatives of the Arava Institute for Environmental Studies (Kibbutz Ketura, Israel) and from the House of Water and Environment (HWE) in Ramallah, West Bank. One purpose of this visit was to discuss a potential partnership including NEF, Arava, and HWE in facilitating and promoting the implementation of water recycling and reuse systems, intended for installation in individual residences for the purposes of supplemental irrigation. Each of these organizations brings a critical expertise to the project. Visits were also made to four potential installation sites, for the purpose of assessment with regard to suitability for these systems. Arava and HWE, with the assistance of NEF, will install at least one system in a site near Nablus in early 2014, with the hope that this "demonstration" unit will lead to the development of a model that can be easily and widely disseminated in an economically viable way throughout the West Bank.

Also in September, representatives from the Media Department of the Applied Research Institute –Jerusalem (ARIJ), located in Bethlehem, visited the NEF-Nablus office to make several videos about the olive sector. Mr. Fares al Jabi, the OOWB senior agribusiness expert, presented on four main topics: olive pest control, olive storage, horticulture, and the use of

fertilizers (chemical and organic). The ARIJ organization will produce these videos through the auspices of a project entitled “From Grove to Market”, and will then distribute the videos to farmers in order to enhance their knowledge about these four important topics. NEF plans to add these videos to the NEF website upon their completion.

In late September, Mr. Fares Al Jabi, the OOWB Senior NEF Agribusiness Expert, along with 25 representatives of various Palestinian agricultural organizations, the Ministry of Agriculture, and Horizon institutions, participated in a meeting held at the Palestinian Red Cross Services offices in Ramallah. The purpose of this meeting was to begin discussions around the design of a strategy for the olive sector and related subsectors (i.e., production, marketing, export, consumption, etc.)

## **D. Administration**

### **1. Visits**

In September 2013, NEF President Charles Benjamin, visited the NEF-Nablus office. An important component of this visit was the opportunity to personally connect with participants in the OOWB program. Site visits were made to a number of mills renovated through the grant program, and Dr. Benjamin had the opportunity to meet personally with the mill owners.

### **2. NEF Staff**

During Quarter 8, two new members were added to the NEF staff. Mr. Wael Burhan joined the staff in July as the new Operations Officer.

Syracuse University doctoral student, Wendy Leasure Wicker, also joined the NEF staff in July. She will assist with monitoring and evaluation, overseeing the administration and assessment of the year-end survey.

### **2. Continued Geo-MIS Reporting**

All USG funded activities in this quarter have been uploaded to the system on an interactive map available to the public. Reports can be found at: [www.usaidwbg.com](http://www.usaidwbg.com).

### **3. Trainet**

TRAINET submissions have been completed for activities in Quarter 8. TRAINET is an online reporting system that records the demographics of USG funded training activities.

## **IV. PROGRESS AGAINST WORKPLAN**

The Olive Oil Without Borders project has made progress as projected against its second year implementation plan. A chart describing progress against the workplan is included in Appendix 1.

## **V. CHALLENGES, REMEDIAL ACTIONS, AND LESSONS LEARNED**

*Permit Requirements:* New Israeli requirements for the acquisition of a magnetic ID card as a condition for the granting of permits for travel have posed difficulties for cross-border travel. Women are particularly impacted, as they are hesitant to go to Israeli offices to apply for permits,

and may also lack the \$35 in fees necessary to obtain the card. NEF has proposed to assist women in this situation by using OOWB project funds to pay these fees.

*Women.* While NEF has successfully conducted a women's cross-border TOT event as well as some cross-border visits for females in the second project year, Palestinian cultural norms surrounding travel continue to pose challenges to the ability of the NEF to achieve attendance of a considerable number of women at such events. Events conducted within the West Bank have been more successful in attracting female participants. An important lesson learned has involved the minimization of the length of time women participating in these programs are away from home – a number of activities have been broken down into multiple short sessions in order to reduce the requirement for overnight stays.

*Vetting Delays.* Continued delays in the vetting process for Palestinian travel cross-border have frequently resulted in programmatic delays.



## VI. PROJECT INDICATORS & IMPACT

#	Indicator	CURRENT QUARTER (July 1 – Sept. 30, 2013)	Year 2 Target (Oct. 1, 2012- Sept. 30, 2013)	Year 2 Actual (Oct. 1, 2012- Sept. 30, 2013)	Year 1 Actual (Oct. 1, 2011- Sept. 30, 2012)	PROJECT (ACTUAL) (Oct. 1, 2011- Sept. 30, 2013)	Project Target (Oct. 1, 2011- Sept. 30, 2014)
1	Percentage of participants who indicate that they have an increased positive perception about “the other.”	79%	50%	79%	NA	79%	60%
2	Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	104 <sup>4</sup>	200	178	164	342	500
3	Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	0	714	840	282	1122	1428
4	Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation & partnerships as a result of the project.	113	800	1092	17	1109	2000
5	Increase in total production of olive oil.	9%	20%	9%	NA	9%	30%
6	Improvement in quality of olive oil produced.	7.7%	20%	7.7%	NA	7.7%	30%
7	Increase in total value of olive oil exported to Israel by project participants.	20.4%	20%	20.4%	NA	20.4%	30%
8	Percentage of direct participants expressing support for cross-border collaboration.	77%	70%	77%	NA	77%	80%
9	Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	0	1	3	0	3	3
10	Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	1	4	5	1	6	15

<sup>4</sup> Awaiting total number of Israeli peer-to-peer training sessions.

# 1. Percentage of participants who indicate that they have an increased positive perception about “the other.”

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Percentage of participants who believe that economic cooperation can leverage additional efforts at cooperation and reconciliation between Palestinians and Israelis.	60%	79%	79%

The percentage reported here was derived from the survey results. Included were categories of participants who had opportunities to interact directly in cross-border, joint activities. The categories of participants included both Israelis and Palestinians in the following activities: TOT participants, Branding and Marketing Workshop Participants, Mill Owners. (Grant recipients and Oil Quality Workshop participants were not included in this calculation, as they did not interact with “the other” in the course of these activities.)

Survey results were as follows: N=100, Respondent rate = 84%. Analysis of the **baseline survey** data revealed the (not surprising) fact that the vast majority (approximately 68 %) of respondents chose to respond to this very direct question with the answer of “neutral”. Clearly, this is not particularly helpful for evaluation purposes, and is probably related to the direct nature of the questioning which is ineffective given the sensitivity of the context. In the second year survey, a series of 10 questions were fashioned to capture changes in attitude – indeed, they were worded as “change” questions with only **yes/no** possible responses.

Of the 10 questions included in the survey regarding the reconciliation topics, we decided to use the final question in the survey alone to calculate this indicator. The text of this question is: ***I feel more positive about the possibility of increased levels of trust between Israelis and Palestinians in general after my experience in the OOWB program.*** This question inquires most directly about increased levels of trust between Israeli and Palestinian populations in general, and the percentages reported are derived from the survey responses to this question. The other 9 indicators in this section of the survey also ask about various components of trust and support for cross-border relations – these add more subtle layers to this indicator, and the results can be found disaggregated by question within the text of the annual report. Finally, an open-ended question is included at the end of the survey asking participants to share any insights, concerns or suggestions that they may have specifically with respect to the cross-border interactions and efforts that are part of this program. Analysis of the survey results includes support provided by the written responses that participants provided to this question.

- Overall, calculated as a percentage of positive responses against the number of **active respondents**, the percentage that report increased trust is **94%**.
- Calculated as a percentage of positive responses against the **overall N** (thus assuming that non-respondents all mean “no” but choose not to report this officially) the percentage that report increased trust is **79%**.

*Note: 94%, therefore would represent the best-case scenario, the 79% would be the worst case scenario.*

We decided to report the worst-case scenario figures. Some direct participants did answer other questions and chose not to answer these in particular, a few others were unavailable to complete

any part of the survey at the time of the implementation, thus the reality is that these percentages could perhaps be slightly **under-reported**.

**2. Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.**

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Number of USG-funded events, trainings, or activities designed to build support for peace or reconciliation on a mass scale.	500	342	104

During the quarter, 104 events were held. This number does not yet include the total number of Israeli peer-to-peer events held as this is still being confirmed.

**3. Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.**

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-June 30, 2013)	ACTUAL (April 1 – June 30, 2013)
Number of people participating in USG-supported events, trainings, or activities designed to build mass support for peace and reconciliation.	1428	1122	0

**IR 1:** Relations of trust, mutual understanding and collaboration between Israeli and Palestinian olive oil producers increased.

**4. Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.**

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Number of individuals and firms directly and indirectly involved in collaborative, cross-border economic cooperation and partnerships as a result of the project.	100	1109	113

Initial calculations show that over 500 individuals have benefited from cross-border trade facilitated through IOOC-POOC agreements. The project team is in the process of capturing and documenting this information.

## 5. Increase in total production of olive oil.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Increase in total production of olive oil.	30%	9%	9%

This number has been derived from the survey, and includes production quantity data from all participants who provided this information (both direct and indirect). Note that almost all of this comes from increased production from Palestinian farmers; Israeli numbers were almost unchanged between the two years. It is important also to note that these numbers reflect production increases, even in the face of what has been reported as a poor olive harvest. This number is expected to increase substantially in the long term.

## 6. Improvement in quality of olive oil produced.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Improvement in quality of olive oil produced.	30%	7.7%	7.7%

This number has been derived from the survey, and includes production quality data from all participants who provided this information (both direct and indirect). Note that almost all of this comes from increased production from Palestinian farmers; Israeli numbers were almost unchanged between the two years. It is important also to note that these numbers reflect quality increases, even in the face of what has been reported as a poor olive harvest. This number is expected to increase substantially in the long term.

## 7. Increase in total value of olive oil exported to Israel by project participants.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Increase in total value of olive oil exported to Israel by project participants.	30%	20.4%	20%

This number is based on information from the survey. A limited number of participants indicated that they were marketing oil in Israel; however, this presents a complex situation as much oil is sold through intermediary traders (therefore, farmers may not know that they have benefited from oil exports).



As a result of IOOC-POOC agreements, Palestinian partners exported (informally) at least 600 tons of olive oil to Israel in the project's first year, with an approximate value of \$2.8 million in new income (oil that would not have made it market otherwise) to our partner farmers and \$400,000 of value added income to Palestinian intermediaries.

## 8. Percentage of direct participants expressing support for cross-border collaboration.

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Percentage of direct participants expressing support for cross-border collaboration.	80%	77%	77%

The percentage reported here was derived from the survey results. Included were categories of participants who had opportunities to interact directly in cross-border, joint activities. The categories of participants included both Israelis and Palestinians in the following activities: TOT participants, Branding and Marketing Workshop Participants, Mill Owners. (Grant recipients and Oil Quality Workshop participants were not included in this calculation, as they did not interact with "the other" in the course of these activities.)

The questions in the survey were modified slightly from the ones presented in the baseline survey. In this initial survey, the vast majority of respondents chose to respond "neutral" when asked whether they agreed with the questions included. For obvious reasons, the conclusions that one can draw from such responses are very limited. As we are interested in change, we reworded the questions in the Year 2 survey to pose them as change questions, with the only responses offered being "yes" or "no". (For the full list of questions, please see the survey, included as an attachment with this package.) These questions also attempted to gather more subtle measures of collaboration that participants might be more willing to respond to than direct questions.

Survey results were as follows: N=100, Respondent rate = 84%. Of the 10 questions included in the survey regarding the reconciliation topics, we decided to take the overall average response rate for the 10 questions as the final percentage to be reported against this indicator where a single percentage figure is required in the reporting template. Disaggregated responses are available within the text of the annual report. These results and analysis are included below. (See data and calculations in the spreadsheet entitled: Final OOWB Data Spreadsheet Direct.xlsx, located in the documentation materials available for this survey.)

- Overall, calculated as a percentage of positive responses against the number of active respondents, the percentage that report increased trust is 91%.
- Calculated as a percentage of positive responses against the overall N (thus assuming that non-respondents all mean "no" but choose not to report this officially) the percentage that report increased support for cross-border collaboration is 77%.

Note: 91%, therefore would represent the best-case scenario, the 77% would be the worst case scenario.

We have decided to report the worst-case scenario figures in this case. Some direct participants did answer other questions and chose not to answer these in particular, a few others were unavailable to complete the survey at the time of the implementation, thus the reality is that these numbers are perhaps a bit stronger.

**IR 2: Develop the capacity of local institutions to scale opportunities for cross-border collaboration.**

**9. Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.**

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Number of policy initiatives undertaken jointly by Palestinian and Israeli institutions.	3	3	0

**10. Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.**

	Project	Project	Current Quarter
INDICATOR	TARGET (Oct. 1, 2011-Sept. 2014)	ACTUAL (Oct. 1, 2011-Sept. 30, 2013)	ACTUAL (July 1- Sept. 30, 2013)
Number of technical collaboration activities organized jointly by Palestinian and Israeli organizations.	15	6	1

\*1 cross-border acquisition of varietal seedlings.

## **VII. UPCOMING ACTIVITIES**

### **Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.**

#### **Activity 1.9. Support adoption for improved techniques.**

With the start of the olive season in October, NEF will distribute harvesting equipment packages to farmers for use during the olive harvest.

#### **Activity 1.11: Conduct field trials of high-producing varieties of olive trees.**

Field stations will be completed and used to conduct trainings for beneficiaries. Regular visits with farmers will continue to share information about the impacts of supplemental irrigation, fertilizers and pest control. These field stations will also continue to be valuable sources of research for NEF and its agricultural partners.

#### **Activity 1.12. Facilitate upgrade of 6 olive oil mills to improve quality.**

Renovations of the four mills whose upgrades are in-progress will be completed in Quarter 9.

#### **Activity 1.13. Branding and marketing workshop.**

The workshop is projected to be conducted in Quarter 9 at the Peres Center for 25 Palestinian and Israeli participants representing different aspects of the olive oil sector. The topic of discussion will be the impact of the recent trade agreement negotiated between the IOOC and POOC, and future strategies that expand the impact of such agreements.

### **B. Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.**

#### **Activity 2.1. Documentation and guidance of reconciliation process by Reconciliation Advisory group and incorporate conflict management and mitigation into curriculum. & Activity 2.3. Incorporate conflict management and mitigation into training curriculum.**

Syracuse University graduate student Wendy Wicker will work with the project team to evaluate changes in attitude as a result of the Olive Oil Without Borders project, analyzing data associated with conflict management and reconciliation. Wendy will observe cross-border events, provide ideas based on her expertise in conflict management, and contribute to the monitoring and evaluation of indicators associated with the reconciliation component.

### **C. Objective 3: Build Capacity of Local Institutions to Scale up Opportunities and Conditions for Cross-Border Cooperation.**

#### **Activity 3.2. Facilitate joint IOOC-POOC policy commission to undertake joint policy analysis and development.**

The project team will continue to strengthen relations and build on agreements between IOOC-POOC.

### **Activity 3.3. Broaden support through strategic communication**

The team will finalize short training videos to upload in the project's website as a training tool, benefiting farmers, millers and consumers from with this new training and awareness approach. The video topics will address all the oil value chain components including production, pressing, storage and consumption.

The project's annual newsletter will be printed and distributed during Quarter 9.



APPENDIX 1: PROGRESS AGAINST WORKPLAN

Objective 1: Strengthen Grassroots, Cross-Border Economic Cooperation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.6: Training of Trainers (ToT).	Follow-up workshops held in the field.	At least 68 lead farmers total: 16 Israelis and 52 Palestinians  (40 trained Year 1; 30 trained Year 2)	Follow-up ToT sessions.	Four monthly session follow-up workshops held in the field.	Report on TOT follow –up workshops	NEF, and PCARD and Peres Center	• At least 68 lead farmer trainers trained.	• A group of lead farmers trained and qualified to train other farmers. • Israeli and Palestinian farmers have opportunity for dialogue and sharing.	• Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer.	Field sites	October 2012-September 2013													Completed; 119 lead farmers trained
Activity 1.7: Facilitate peer-to-peer training in 34 communities (8 Israeli and 26 Palestinian).	Farmers share knowledge with peers in respective communities via training sessions, ad-hoc advising and agricultural extension.	1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Farmers share knowledge with peers in respective communities via training sessions, ad-hoc advising, and agricultural extension; monitored by NEF and partners.	Emphasize topics related to marketing, policy, and quality. Cover basic principles of conflict management. Relate to economic context of olive oil, and the importance of cross-border relationships in the success of the operation.	Monthly training reports on peer trainings prepared by NEF.	VCA actors, peer trainers; NEF (with PCARD and Peres Center) monitor peer trainings  PARCC assists in design of materials related to conflict management (Act. 2.1 & 2.3)	• At least 1020 farmers trained (YR1 + YR2)	• Improved olive/olive oil production	• Peacebuilding between Israelis and Palestinians through shared training/dialogue/technology and skill transfer	Communities and Farmer Field Schools	October 2012-September 2013													Initial Peer-to-Peer trainings completed
			Lead farmers train at least 340 additional olive producers (5-8 trainees per trainer) via hands-on sessions in farmer field schools.	Draw participants from previous training activities. Include reasonable proportion of men and women.																				In progress

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity. 1.8: Farmer Field Schools.	Work with lead farmers to establish one Farmer Field School in each of the six clusters to hold bi-weekly training sessions.	At least 68 lead farmers: 16 Israelis and 52 Palestinians; At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Hold training sessions at field schools. (Link to 1.7)	Foster an environment suitable for laboratory trials (at Peres Center and PCARD) and the comparison of different techniques for educational purposes (see activity 1.11),	Training reports.	NEF, and PCARD and Peres Center	<ul style="list-style-type: none"><li>At least 1088 farmers trained at field schools.</li></ul>	<ul style="list-style-type: none"><li>Olive Oil producers have improved knowledge and skills.</li><li>Israeli and Palestinian farmers exchange in dialogue and sharing.</li></ul>	<ul style="list-style-type: none"><li></li></ul>	6 Clusters of villages: 4 in Palestinian Territory 2 in Israel	July 2013-September 2013													FFS established; training ongoing
Activity 1.9: Support for adoption of improved techniques.	Identify technical upgrading opportunities and encourage Israeli-Palestinian collaboration.	At least 1020 farmers total (Year 1 & Year 2): 240 Israeli and 780 Palestinian	Support the adoption of improved techniques via in-kind grants, subsidies.	Collect and review application; select beneficiaries; procurement following regulations; monitor implementation	Report on in-kind grants.	NEF, with support from PCARD and Peres Center	<ul style="list-style-type: none"><li>At least 385 farmers have opportunity to seek support for adoption of improved techniques .</li></ul>	<ul style="list-style-type: none"><li>Olive Oil producers have improved knowledge, skills, and access to techniques.</li><li>Israeli and Palestinian farmers exchange in dialogue and sharing.</li><li>Increased production /improved quality of olive oil.</li></ul>	<ul style="list-style-type: none"><li>Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers.</li><li>Cross-border relationship developed that improve olive sector production and livelihoods.</li></ul>	34 Communities: 8 in Israel 26 in Palestinian Territory	October 2012 – September 2013													Ongoing
			Provide guidance in building economies of scale for bulk purchase and/or service delivery.	Decrease gap between Israeli and Palestinian production standards; promote modern techniques/ importance of quality and timing in accessing markets.							Selection of new grantees: September 2013											In progress		
Activity 1.10: Site visits in Israel.	Organize 2 visits per year, 20 participants per visit in Israel (closely guided by Peres Center experts).	40 individual farmers (20 per visit):20 Israeli, 20 Palestinian	Obtain travel permits	Obtain travel permits.	Travel permits.	NEF	<ul style="list-style-type: none"><li>At least 40 farmers participate in site visits in Israel.</li></ul>	<ul style="list-style-type: none"><li>Olive Oil producers have improved knowledge and skills.</li><li>Israeli and Palestinian farmers exchange in dialogue and sharing.</li></ul>		Various farms in Israel	Oct. 2012; April 2013; June 2013													Completed
			Organize 2 visits, at least 20 participants per visit.	Organize field visits in Israel (closely guided by Peres Center, experts).	Visits/site reports	NEF, PCARD, Peres Center																		

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.11: Conduct field trials of high-producing varieties of olive trees	Organize participatory field trials for farmers and producers to experiment with new olive varieties with high productivity and resistance to diseases and pests.	45 oil producers and 15 agronomists 23 Israelis 37 Palestinians	Accompany selected oil producers/farmers to Israeli olive farms that profited from technical upgrades (connected to Activity 1.10).	Promote discussion between groups in the interest of mutual understanding and cultural exchange.	Visit Report Testing Reports/ Experiment Outcomes	NEF with PCARD and Peres Center	• At least 60 participate in field trials of high-producing varieties of olive trees.	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production /improved quality of olive oil.	• Peacebuilding through dialogue and sharing between Israeli and Palestinian farmers/mill owners.	Farmer field schools; also private orchards, based on interest.	Nov. 2012; Sept. 2013													In progress
			Participatory field trials to experiment with new olive varieties with high productivity and resistance to diseases & pests.	Maximize farmer & producer participation in field trials; Arrange trials at program field schools, and/or on land of participants.																				In progress
			Share results of field trials with WSR participants, IOOC-POOC, other venues.	Dr. Fathi Abd El-Hadi and Mr. Fares Jabi to present.		NEF, PCARD, Peres Center based on VCA and project participants																		In progress
Activity 1.12: Facilitate upgrade of 6 olive oil mills to improve quality.	One olive oil mill in each cluster receives training and technical assistance (total 6 olive mills in second year). Provide in-kind support to improve mills through upgrades.	Mill upgrades: 6 mills (serving the entire farming population of the clusters: estimated 3,400 households)	Identify at least one olive oil mill in each cluster to receive training and technical assistance. Total 6 olive mills in second year.	Utilize VCA to determine how best to allocate program resources. Upgrades to begin 3 months prior to start of harvest.	Mill upgrading reports and supporting documentation	NEF with PCARD	• At least 6 mills upgraded (12 total YR1 and YR2)	• Olive Oil producers have improved knowledge, skills, and access to techniques. • Israeli and Palestinian farmers exchange in dialogue and sharing. • Increased production /improved quality of olive oil.	• Cross-border relationships developed that improve olive sector production and livelihoods.	Peres Center and field sites in Israel	June – Sept. 2013													In progress
			Provide in-kind material support for mill upgrades.	In-kind grants may support: • Improved health and hygiene • Improved oil storage • Mobile labs for quality testing • Environmental management																				In progress

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 1.13: Branding and marketing workshop	Develop a shared branding and marketing strategy to address the benefits of collaboration.	24 participants (at least 4 per cluster): 8 Israeli and 16 Palestinian	Promote cooperation among oil companies/traders to develop shared branding and joint marketing campaigns.	Organize one branding and marketing workshop to facilitate collaboration between Israeli and Palestinian firms.	Branding and Marketing Workshops Reports (1)	NEF with PCARD and Peres Center	• At least 24 individuals involved in olive oil companies participate in branding and marketing workshop.	• Israeli and Palestinian olive oil companies/experts dialogue and share.	• Peacebuilding through dialogue and sharing between olive oil companies.  • Cross-border relationships developed that improve olive sector production and livelihoods.	Peres Center	Oct. 2012-Sep. 2013  Workshop: Feb. 2013													In progress, workshop to be held in the beginning of Quarter 9
			Develop a shared branding and marketing strategy to address the benefits of collaboration (i.e. economies of scale, regional brand recognition, niche marketing).	Conceptualize and organize media awareness of the health impact of oil to increase sales.	Shared Branding and Marketing Strategy	NEF, PCARD, Peres Center, Syracuse University Whitman School of Management Student Partners.																		In progress



Objective 2: Leverage cross-border economic cooperation to promote peace and reconciliation between Israelis and Palestinians.

Principal Activities	Specific activity with Description	Number of Beneficiaries	Sub-Activities	Tasks	Deliverables	Responsibility	Output Indicators	Outcomes	Impact Expected	Location	Timing	10	11	12	1	2	3	4	5	6	7	8	9	Status of Achievement
Activity 2.1: Documentation and guidance of reconciliation process by Reconciliation Advisory Group and incorporate conflict management and mitigation into curriculum. (See activities 1.2 and 1.4)	Integrate reconciliation themes and activities. Members of PARCC and the Reconciliation Advisory Group make field visits will be selected for direct field research.		Integrate reconciliation themes and activities into the technical training and organizational development.	Guide local team on best practices for the development of reconciliation and business-oriented trust.	Meetings and Reports	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"><li>Reconciliation themes and activities woven into training modules.</li><li>Members of PARCC Reconciliation Advisory Group make field visit.</li></ul>	<ul style="list-style-type: none"><li>Local team uses best practices to integrate reconciliation into project activities.</li></ul>	<ul style="list-style-type: none"><li>Peace and reconciliation between Israelis and Palestinians through olive oil cross-border economic cooperation.</li></ul>	NEF Headquarters (Nablus), Peres Center and various sites	Oct. 2012-Sep. 2013													In progress
			Members of PARCC and the Reconciliation Advisory Group make field visit.	Field visit arrangements																	In progress			
Activity 2.2. Adapt value chain framework to a cross-border conflict management and reconciliation context.	Value Chain Framework – adapted for cross-border conflict management and reconciliation context -- continues to influence project implementation.		-	-	-	NEF, with PCARD, Peres Center, PARCC; expert consultants.	<ul style="list-style-type: none"><li>VCAD influences project development and implementation</li></ul>	<ul style="list-style-type: none"><li>Local team uses best practices to integrate reconciliation into project activities.</li></ul>		-	Oct. 2012-Sep. 2013													

Activity 2.3: Incorporate conflict management and mitigation into training curriculum.	Reconciliation advisory group will support incorporation of conflict management and mitigation in trainings and activities.		Reconciliation advisory group will continue to support conflict management and mitigation themes.	Weave conflict management themes into training materials.	Training Materials	NEF with PARCC	<ul style="list-style-type: none"> <li>Ongoing support</li> </ul>	<ul style="list-style-type: none"> <li>Conflict management and mitigation remains a project focus.</li> </ul>		Peres Center; remote communication	Oct. 2012-Sep. 2013											In progress, theme continues to be integrated and incorporated into training and activities
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**Objective 3: Build Capacity of Local Institutions to Scale Up Opportunities and Conditions for Cross-Border Cooperation.**

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## Cross-Cutting Areas

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